

# CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**Greer, Margolis, & Mitchell #1**  
**1010 Wisconsin Ave.**  
**Suite 800**  
**Washington, DC 20007**

<u>Contract / Revision</u> 803730 /		<u>Alt Order #</u> 06259676
<u>Product</u> <b>OBAMA FOR AMERICA</b>		
<u>Contract Dates</u> <b>10/09/12 - 10/15/12</b>		<u>Estimate #</u> <b>1537</b>
<u>Advertiser</u> <b>Obama for America 2012</b>		<u>Original Date / Revision</u> 10/05/12 / 10/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WOIO</b>	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
E 1	WOIO	10/09/12	10/14/12	Action News at 430a	430-5a		:30			NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWT-- S				5	\$40.00			
E 2	WOIO	10/09/12	10/15/12	Action News at 5a	5-6a		:30			NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF--				4	\$150.00			
Week:		10/15/12	10/21/12	M-----				2	\$150.00			
E 3	WOIO	10/09/12	10/15/12	Action News at 6a	6-7a		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF--				4	\$150.00			
Week:		10/15/12	10/21/12	M-----				1	\$150.00			
E 4	WOIO	10/09/12	10/15/12	The Early Show	7-9a		:30			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF--				8	\$100.00			
Week:		10/15/12	10/21/12	M-----				2	\$100.00			
E 5	WOIO	10/09/12	10/15/12	CBS Evening News	630-7P		:30			NM	5	\$22,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF--				4	\$4,500.00			
Week:		10/15/12	10/21/12	M-----				1	\$4,500.00			
E 6	WOIO	10/09/12	10/15/12	America Now	9-10a		:30			NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF--				4	\$75.00			
Week:		10/15/12	10/21/12	M-----				1	\$75.00			
E 7	WOIO	10/09/12	10/15/12	Let's Make A Deal	10-11a		:30			NM	10	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF--				8	\$1,250.00			
Week:		10/15/12	10/21/12	M-----				2	\$1,250.00			
E 8	WOIO	10/09/12	10/15/12	Price is Right	11a-12p		:30			NM	10	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF--				8	\$2,000.00			
Week:		10/15/12	10/21/12	M-----				2	\$2,000.00			
E 9	WOIO	10/09/12	10/15/12	Action News at Noon	12-1230p		:30			NM	5	\$12,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

<u>Contract / Revision</u> 803730 /		<u>Alt Order #</u> 06259676
<u>Contract Dates</u> 10/09/12 - 10/15/12	<u>Product</u> OBAMA FOR AMERICA	<u>Estimate #</u> 1537
<u>Advertiser</u> Obama for America 2012		<u>Original Date / Revision</u> 10/05/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF - -				4	\$2,400.00			
Week:		10/15/12	10/21/12	M - - - - -				1	\$2,400.00			
E 10	WOIO	10/09/12	10/15/12	CBS Soaps	1230-2p		:30			NM	11	\$22,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF - -				9	\$2,000.00			
Week:		10/15/12	10/21/12	M - - - - -				2	\$2,000.00			
E 11	WOIO	10/09/12	10/15/12	The Talk	2-3p		:30			NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF - -				8	\$650.00			
Week:		10/15/12	10/21/12	M - - - - -				2	\$650.00			
E 12	WOIO	10/09/12	10/15/12	Anderson	3-4p		:30			NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF - -				8	\$200.00			
Week:		10/15/12	10/21/12	M - - - - -				2	\$200.00			
E 13	WOIO	10/09/12	10/15/12	Action News at 4p	4-5p		:30			NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF - -				8	\$500.00			
Week:		10/15/12	10/21/12	M - - - - -				2	\$500.00			
E 14	WOIO	10/09/12	10/15/12	Action News at 5p	5-6p		:30			NM	10	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF - -				8	\$1,500.00			
Week:		10/15/12	10/21/12	M - - - - -				2	\$1,500.00			
E 15	WOIO	10/09/12	10/15/12	Action News at 6p	6-630p		:30			NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF - -				4	\$2,500.00			
Week:		10/15/12	10/21/12	M - - - - -				1	\$2,500.00			
E 16	WOIO	10/09/12	10/15/12	M-F 7-730p	7-730p		:30			NM	5	\$22,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF - -				4	\$4,500.00			
Week:		10/15/12	10/21/12	M - - - - -				1	\$4,500.00			
E 17	WOIO	10/09/12	10/15/12	M-F 730-8p	730-8p		:30			NM	5	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF - -				4	\$5,000.00			
Week:		10/15/12	10/21/12	M - - - - -				1	\$5,000.00			
E 18	WOIO	10/09/12	10/15/12	Action News at 11p	11-1135p		:30			NM	7	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF - -				6	\$3,000.00			
Week:		10/15/12	10/21/12	M - - - - -				1	\$3,000.00			
E 19	WOIO	10/13/12	10/13/12	11p-1205a	11p-1205a		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- - - - - S				2	\$700.00			
E 20	WOIO	10/14/12	10/14/12	11p-1205a	11p-1205a		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- - - - - S				2	\$750.00			
E 21	WOIO	10/09/12	10/15/12	David Letterman	1135p-1238a		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF - -				4	\$500.00			
Week:		10/15/12	10/21/12	M - - - - -				1	\$500.00			
E 22	WOIO	10/09/12	10/15/12	Craig Ferguson	1235a-138a		:30			NM	5	\$400.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$80.00			
Week:		10/15/12	10/21/12	M-----				1	\$80.00			
23	WOIO	10/13/12	10/13/12	Sat Early Show	9-11a		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----2-				2	\$125.00			
E 24	WOIO	10/13/12	10/13/12	SA Action News at 7p	7-8p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$525.00			
E 25	WOIO	10/13/12	10/13/12	SA Action News at 7p	7-8p		:30			NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				2	\$525.00			
E 26	WOIO	10/14/12	10/14/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$2,000.00			
E 27	WOIO	10/14/12	10/14/12	Face the Nation	1030-11a		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$3,000.00			
E 28	WOIO	10/14/12	10/14/12	SU Action News at 630p	630-7p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$2,000.00			
E 29	WOIO	10/14/12	10/14/12	Extra Weekend	1205a-1a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$150.00			
E 30	WOIO	10/15/12	10/15/12	Mon Hour 3	10-11P		:30			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1-----				1	\$10,000.00			
E 31	WOIO	10/09/12	10/09/12	Tue Hour 1	8-9P		:30			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-1-----				1	\$10,000.00			
D 32	WOIO	10/09/12	10/09/12	Tue Hour 2	9-10P		:30			NM	0	\$0.00
E 33	WOIO	10/09/12	10/09/12	Tue Hour 3	10-11P		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$3,000.00			
E 34	WOIO	10/10/12	10/10/12	Wed Hour 2	9-10p		:30			NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--W----				1	\$8,500.00			
E 35	WOIO	10/10/12	10/10/12	Wed Hour 3	10-11p		:30			NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--W----				1	\$8,500.00			
E 36	WOIO	10/11/12	10/11/12	Thur Hour 2	9-10P		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---T---				1	\$7,500.00			
E 37	WOIO	10/11/12	10/11/12	Thur Hour 3	10-11p		:30			NM	1	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---T---				1	\$5,250.00			
E 38	WOIO	10/12/12	10/12/12	Fri Hour 3	10-11p		:30			NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----F--				1	\$6,000.00			
E 39	WOIO	10/13/12	10/13/12	Sat Hour 3	10-11p		:30			NM	2	\$6,000.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				2	\$3,000.00			
D 40	WOIO	10/14/12	10/14/12	Sun Hour 1	7-8p		:30			NM	0	\$0.00
E 41	WOIO	10/13/12	10/13/12	NCAA Football Reg Game 1	330-7p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$400.00			
42	WOIO	10/14/12	10/14/12	NFL Today	12-1p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$1,200.00			
43	WOIO	10/14/12	10/14/12	Tailgate 19	11a-12p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$250.00			
E 44	WOIO	10/13/12	10/13/12	NCAA Football Reg Game 1	330-7p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				2	\$400.00			
E 45	WOIO	10/14/12	10/14/12	AFC GAME 2	1-7p		:30			NM	2	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				2	\$1,750.00			
E 46	WOIO	10/14/12	10/14/12	Browns Football	1-415p		:30			NM	1	\$40,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$40,000.00			
Totals											175	\$327,400.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	175	\$327,400.00	\$278,290.00
<b>Totals</b>	<b>175</b>	<b>\$327,400.00</b>	<b>\$278,290.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.